



1998-1999 ANNUAL REPORT

# WISCONSIN MAIN STREET



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# WISCONSIN MAIN STREET

## ACKNOWLEDGMENTS

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## LETTER FROM THE GOVERNOR

GREETINGS,

It is with great pride that I present the 1998-1999 Wisconsin Main Street annual report.

The Wisconsin Main Street Program has been helping revitalize downtowns throughout the state since 1988. Since its inception, the Main Street participants have collectively created 584.5 new jobs, attracted 134 new businesses, and generated more than \$31,170,666 in public and private investment. These accomplishments exhibit the vital role that downtowns are playing in the state's economy and quality of life. From October 1, 1998 through June 30, 1999 the state staff provided technical assistance to 31 communities.

The purpose of this report is to illustrate the accomplishments of the Wisconsin Main Street program over the past year. I congratulate the participants on their commitment and dedication to their communities. They have helped establish a solid foundation to ensure success in Wisconsin's downtowns.

Sincerely,



*Tommy G. Thompson*  
Governor

## MAIN STREET COMMUNITIES



Each community name is followed by the year in which it was selected.

- |                           |                          |
|---------------------------|--------------------------|
| 1 ANTIGO, 1998            | 16 PEWAUKEE, 1996        |
| 2 BELOIT, 1988            | 17 PLATTEVILLE, 1999     |
| 3 BLACK RIVER FALLS, 1997 | 18 RICE LAKE, 1991       |
| 4 BLANCHARDVILLE, 1997    | 19 RICHLAND CENTER, 1992 |
| 5 CHIPPEWA FALLS, 1989    | 20 RIPON, 1988           |
| 6 COLUMBUS, 1992          | 21 RIVER FALLS, 1988     |
| 7 DARLINGTON, 1996        | 22 SHARON, 1994          |
| 8 DE PERE, 1990           | 23 SHEBOYGAN FALLS, 1988 |
| 9 DODGEVILLE, 1991        | 24 STURGEON BAY, 1994    |
| 10 EAGLE RIVER, 1999      | 25 TIGERTON, 1993        |
| 11 EAU CLAIRE, 1988       | 26 TWO RIVERS, 1996      |
| 12 GREEN BAY, 1995        | 27 VIROQUA, 1989         |
| 13 MARSHFIELD, 1990       | 28 WAUPACA, 1996         |
| 14 MINERAL POINT, 1993    | 29 WAUTOMA, 1993         |
| 15 OSCEOLA, 1997          | 30 WEST BEND, 1999       |

# WHAT IS MAIN STREET?

Main Street is a comprehensive revitalization program that promotes the historic and economic redevelopment of traditional business districts in Wisconsin.

The Wisconsin Main Street Program was established in 1987 to encourage and support the revitalization of downtowns in Wisconsin. Each year, the Department of Commerce selects communities to join the program. These communities receive technical support and training needed to restore their Main Streets to centers of community activity and commerce.

The results in Wisconsin have been impressive. Wisconsin Main Street Programs have brought significant numbers of new businesses and jobs to their respective downtowns. Façade improvements and building rehabilitation projects have upgraded the image of Main Street. Promotional activities have encouraged community cohesion.

## REINVESTMENT STATISTICS

### WISCONSIN MAIN STREET | 1988 - 1999

PUBLIC IMPROVEMENTS	594
PUBLIC INVESTMENT	\$82,100,792
BUILDING REHABILITATIONS	2,046
PRIVATE INVESTMENT IN BUILDING REHABILITATIONS	\$95,226,882
NEW BUSINESSES	1,620
BUSINESS RELOCATIONS AND EXPANSIONS	777
NEW JOBS	8,550
NEW BUILDINGS	83
PRIVATE INVESTMENT IN NEW BUILDINGS	\$50,824,500
BUILDINGS SOLD	562
PRIVATE INVESTMENT IN BUILDINGS SOLD	\$58,353,657
NEW DOWNTOWN HOUSING UNITS	296
TOTAL PRIVATE INVESTMENT	\$204,405,039
TOTAL PUBLIC AND PRIVATE INVESTMENT	\$286,505,831

# THE FOUR-POINT APPROACH

In 1980, the National Trust for Historic Preservation established the National Main Street Center (NMSC) to assist nationwide downtown revitalization efforts. The Wisconsin Main Street Program is based on the Trust's philosophy, which advocates restoration of the historic character of downtown while pursuing traditional development strategies such as marketing, business recruitment and retention, real estate development, market analysis, and public improvements.

There are no quick fixes for declining downtowns. Success is realized through the comprehensive and incremental approach of the Main Street Program. The four elements that combine to create this well-balanced program are listed below.

The success rate of the four-point approach is enhanced greatly when combined with the NMSC's eight principles.

<p><b>DESIGN</b></p> <p>This element works on enhancing the attractiveness of the business district. Historic building rehabilitations, street and alley clean-ups, colorful banners, landscaping, and lighting all improve the physical beauty of the downtown as a quality place in which to shop, work, walk, invest, and live.</p>	<p><b>ECONOMIC RESTRUCTURING</b></p> <p>Analyzing current market forces to develop long-term solutions is the focus of this element. Recruiting new businesses, creatively converting vacant space to new uses, and improving the competitiveness of Main Street's traditional merchants are economic restructuring activities.</p>
<p><b>ORGANIZATION</b></p> <p>It is very important to build a Main Street framework that is well represented by civic groups, merchants, bankers, citizens, public officials, and chambers of commerce. Everyone must work together to renew downtown. A strong organization provides the stability to build and maintain a long-term effort.</p>	<p><b>PROMOTION</b></p> <p>Promotions create excitement downtown. Street festivals, parades, retail events, and image development campaigns are some of the ways Main Street encourages consumer traffic in the downtown. Promotion involves marketing an enticing image to shoppers, investors, and visitors.</p>

## EIGHT PRINCIPLES

1. COMPREHENSIVE  
FOUR-POINT APPROACH
2. INCREMENTAL PROCESS
3. QUALITY
4. PUBLIC AND PRIVATE  
PARTNERSHIP
5. CHANGING ATTITUDES
6. FOCUS ON  
EXISTING ASSETS
7. SELF-HELP PROGRAM
8. ACTION ORIENTED

# THE SELECTION PROCESS

Communities are selected for participation in the Wisconsin Main Street Program after going through a rigorous review process. The following areas are reviewed during the selection process.

## NEED

The need for the Main Street program in the municipality and its expected impact on the municipality.

## ORGANIZATIONAL CAPABILITY

The capability of the applicant to successfully implement the Main Street program.

## PUBLIC SECTOR COMMITMENT

The level of public sector interest in and commitment to a local Main Street program.

## PRIVATE SECTOR COMMITMENT

The level of private sector interest in and commitment to a local Main Street program.

## FINANCIAL CAPACITY

The financial capability to employ a full-time manager (or a half-time manager if the population of the community is 3,500 or less), fund a local Main Street program, and support area business projects. A variety of funding sources should be used. A minimum budget of \$45,000 annually (including in-kind donations) is expected for communities hiring a full-time manager, while a minimum budget of \$30,000 annually is expected for communities hiring a part-time manager.

## PHYSICAL CAPACITY

The cohesiveness, distinctiveness, character, and variety of business activity in the proposed commercial area.

## HISTORICAL IDENTITY

The historic significance of the proposed business area and the interest in, as well as commitment to, historic preservation.

In the event that the department must choose between two highly-rated municipalities, it will base the selection on the following criteria.

## GEOGRAPHICAL VARIETY

The contribution to the geographic distribution of the program made by the municipality.

## POPULATION DIVERSITY

The contribution to the variety of community size in the program made by the municipality.

## TECHNICAL ASSISTANCE

Applicants selected to participate in the Wisconsin Main Street Program receive five years of free technical assistance, including:

1. Onsite volunteer training programs;
2. Manager orientation and training sessions;
3. Advanced training on specific downtown issues, such as marketing, business recruitment, volunteer development, and historic preservation;
4. Onsite visits to help each community develop its strengths and plan for success;
5. Onsite design assistance;
6. Onsite business consultation to business owners and managers; and
7. Materials such as manuals and slide programs.





## SERVICES

The Bureau of Downtown Development administers the state's Main Street Program and provides outreach to Wisconsin communities that are interested in revitalizing their downtowns. The following is a list of services provided by the bureau.

### THE GOVERNOR'S CONFERENCE ON DOWNTOWN REVITALIZATION

Co-sponsored by the Wisconsin Main Street Program and the Wisconsin Downtown Action Council, this conference features keynote speakers, exhibits from local community programs, downtown product suppliers, tours, an awards banquet, and training sessions.

### MAIN STREET APPLICATION WORKSHOPS

These sessions are mandatory for communities interested in applying for the Main Street Program. Communities that wish to set up an independent downtown revitalization program may also participate in these sessions.

### FIELD TRIPS

Interested community representatives may take field trips to Main Street communities to learn about their progress and methodology. Call the state office at (608) 267-3855 for a referral.

### WISCONSIN MAIN STREET LIBRARY

This resource offers over 300 books, workbooks, manuals, slide programs, and videos on various downtown topics. Any Wisconsin resident may check out an item for a three-week period.

### TELEPHONE ASSISTANCE

Bureau staff will provide requested information over the phone. Assistance by phone or mail is also available from the local Main Street offices.

### NEWSLETTER

This quarterly publication includes case studies on local downtown projects; descriptions of upcoming workshops; an updated list of all local Main Street Program Managers; and other useful information. An individual or organization may be placed on the mailing list by calling or writing the Main Street office.

### THE WISCONSIN MAIN STREET SPEAKERS BUREAU

Local managers are available to speak on a variety of downtown revitalization topics such as fundraising, business recruitment, retail events, or promotional campaigns.

### ANNUAL REPORT

The Main Street Program publishes an annual report that covers the progress of each Main Street community and provides information about the state program. The report is helpful to communities seeking case study information.

### WISCONSIN MAIN STREET PROJECT DIRECTORY

This is a contact list covering approximately 100 different types of projects ranging from consumer surveys to volunteer recognition programs to façade improvement grants. The directory provides names, addresses, and phone numbers of experienced local people to contact with questions about a particular initiative.



## COMMUNITY PROFILES

*Each year, Wisconsin Main Street Communities enjoy many successes. However, we are only able to include a sampling of projects to illustrate each element of the Four-Point Approach due to limited space.*

# ORGANIZATION

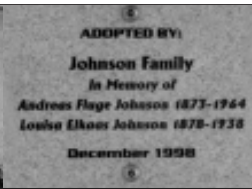
## TIGERTON

### PROJECT HISTORY

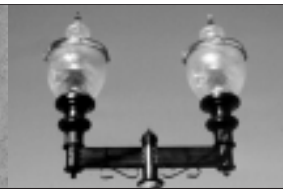
The forty year old street lights on Cedar Street in downtown Tigerton desperately needed repair. The overhead wires were held together with electrical tape, the poles were rusting, and the lighting was dim. The village could not afford to replace the old lights, so Tigerton Main Street unveiled a fund raising project entitled "Adopt A Street Light."



► INSTALLATION



► PLAQUE



► NEW STREET LIGHTS

### SCOPE OF PROJECT

The fund raising project offered residents the opportunity to "adopt" a street light for a \$1,000 donation. The individual lamps were dedicated with a plaque and a memorial of their choice. Residents adopted all 18 lights. In addition, the campaign raised about \$12,000 in pledges.

Unusually warm December weather allowed village workers, Main Street volunteers, Central Wisconsin Electric Co-op, and Wisconsin Conservation Corps members to begin installation of the new lights in December 1998. The project had its share of difficulties. Light poles arrived a month later than planned, and the excavation of the holes for the light poles took almost a week longer due to underlying bedrock. The weather cooperated, however, in that the first snow and bitter cold did not arrive until two days after the job was finished. Tigerton dedicated the new lights on June 4, 1999, and held a street dance under the new lights.

## COLUMBUS

It was a sad day in 1979 when George Hasey's Popcorn Wagon was sold at auction to an "out-of-towner" for \$17,900. The wagon had been on the main four corners of Columbus for over 50 years. Several Columbus residents kept track of it and tried to buy it back. Finally, the current owner offered to sell it for \$50,000. Main Street manager Judy Goodson helped organize a series of public meetings to explore options that would bring the wagon home. Columbus Popcorn Wagon, Inc. was formed and stock was sold at \$100 a share. Promotions to sell the stock came in many forms. When it seemed that the community would fall short of its fundraising goals, an anonymous donor came forward to make up the difference. In April 1998, the wagon came home and was unveiled at the annual Redbud Festival in May.

## DODGEVILLE

Jack Reynolds, of Carousel Collectibles & Antiques, hosted the first weekly summer auction series in Dodgeville. The Saturday evening auctions were held downtown at the old post office dock. Reynolds chose 50 items for each auction from the items placed on consignment and Dodgeville Revitalization received 5% of the selling price of each item. The most unusual item during the auction series was a cow hair ball. Along with novelties, there were clean, usable or collectable merchandise. The auctions drew both residents and tourists to the downtown. Plans for next summer's series are already in the works.

[1988] -----> [1989] -----> [1990] -----> [1991] -----> [1992] -----> [1993] ----->

MARSHFIELD

Main Street Marshfield developed a clean-up plan as part of a long-term process to renovate downtown. Main Street presented the clean-up plan and requested volunteers from several local organizations. A group of 70 made up of 4th graders, church groups, and Boy Scouts, came forward to participate in the first Alley Cat Clean Up. They filled two trailers with trash, weeds, and branches. The Alley Cat Clean Up is now done twice annually by this group of volunteers.

OSCEOLA

Osceola Main Street decided to celebrate the sesquicentennial and raise funds for its program by developing a new event they named “Reliving the Pioneering Experience Sesquicentennial Activities.” Knowing that first-year events are difficult to accomplish, the committee’s goal was to have the celebration paid for before it occurred. Fund raising included receiving a grant, securing major prizes for a raffle, and selling advance ticket. Activities included a black-powder and fur trading rendezvous, a Civil War encampment, a craft show, log rolling, steam train rides, food, and entertainment. The event attracted more than 5,000 participants and netted \$22,357 for Osceola Main Street.

RICE LAKE

Bob Knippel created an investment catalog that highlights the individual projects and needs of the Rice Lake Main Street Association, with support levels ranging from \$25 to \$12,000. The format allows potential donors to target their financial support to a specific area of interest. Each board member made his or her own contribution and then asked five businesses to choose an item from the catalog. The catalog netted more than \$11,000 in cash, in-kind services, and equipment.

WAUTOMA

The former volunteer firehouse at 410 West Main Street is now home to what may be the largest mural in the state. Volunteers worked with former Green Lake mural artist Robin Wallenfang Seibert and her husband, Tom Seibert, to create the piece. “Time” is the theme of the 2,000 square-foot project. A working sundial is its centerpiece, with the seasons of the year depicted on either side. The top of the mural illustrates the 28 phases of the moon. The 20-foot by 100-foot mural was a paint-by-number project. Numbers on cups filled with paint matched numbers on the mural. More than 100 volunteers helped with the painting.

# PROMOTION

## STURGEON BAY

### PROJECT HISTORY

In July 1996, Jefferson Street merchants presented their case for rebuilding the street at a meeting of the Sturgeon Bay Board of Public Works. In the recent years, 13 new businesses had moved onto Jefferson Street, renovating several old buildings in the process. The roadway, however, was cracked and crumbling. All 18 business owners on Jefferson Street supported the project. The board approved a motion to plan for rebuilding the street.

### SCOPE OF PROJECT

The \$1.5 million reconstruction of Jefferson Street, the largest single road project in Sturgeon Bay history, included replacement of two-thirds of a mile of deteriorating concrete roadway, installation of new storm sewers and “streetscaping” with ornamental light poles and brick walkways. The project ran from March to June 1998. Merchants offered “Hard Hat” specials and gave out bright yellow hard hats to attract shoppers.



► DURING RECONSTRUCTION

► AFTER RECONSTRUCTION

The Jefferson Street shop owners and the Sturgeon Bay Community Development Corporation commemorated the completion of street construction with a Grand Opening celebration on July 11, 1998. The celebration was a gesture of appreciation to the community for its support during construction, and a way to bring out-of-town visitors to the downtown. The celebration included food for adults and children and entertainment. Shop owners were so pleased with the outcome that they voted unanimously to make it an annual event.

## BELOIT

The Downtown Beloit Association's (DBA) strategic plan specifies that funding must be in place before events are launched. To accomplish this, DBA established a sponsorship campaign, which has already generated more than \$5,000. Potential business sponsors receive information packets that include an event's background and a monetary request. In return for its sponsorship, the business is given as much visibility as possible with banners, posters, advertising, and a presence at the events.

## BLANCHARDVILLE

Years ago, movies were shown on the sides of buildings on Main Street in downtown Blanchardville. Blanchardville CommunityPride decided to promote its program by reviving this tradition with its Outdoor Summer Movies in the Park. Blanchardville CommunityPride offered the films free of charge with popcorn and soda available for purchase. More than 150 people attended each of the three outdoor movies, which is a strong response in a community of 850 residents. The committee is already working on the 1999 Outdoor Summer Movies series.

[1988] -----> [1989] -----> [1990] -----> [1991] -----> [1992] -----> [1993] ----->

DARLINGTON

The 32nd annual Darlington Canoe Festival was by all accounts the best to date. This regional festival maintains its downtown location and focuses on free family entertainment. Highlights of the 1998 event were fireworks, a teen street dance, a talent show, a parade drawing 5,000 spectators, and of course lots of canoeing.

SHARON

More than 175 Model A Fords lined the streets of downtown Sharon on the second annual Model A Day. Added attractions included vintage clothing, Keystone Kops, a silent auction, artisans and crafters, live music, a children's program, an ice cream social, and a pig roast. A year ago, the fund raiser netted \$1,100. In 1998, the proceeds totaled \$8,800.

SHEBOYGAN FALLS

Heritage Festival, a two-day event that celebrated Wisconsin's sesquicentennial drew more than 8,000 people to the historic downtown of Sheboygan Falls. Over 30 corporate sponsors helped make this event successful. Attractions included a covered wagon parade; a wooden nickel sale; narrated trolley tours; a wagon train encampment; buckskinners; a pie eating contest; and a Main Street Conservation Town featuring 20 tents with a general store and trading posts.

TWO RIVERS

Since Main Street took over the Ethnic Festival in 1998, attendance has grown to more than 20,000 people with more than 70 volunteers. Additionally in 1998, the State Department of Tourism provided a \$6,250 Joint Effort Marketing (JEM) grant to promote the festival outside the area. The festival's marketing plan included promotions in the Chicago area, radio talk shows, 25 regional magazines, and statewide newspaper coverage. Ethnic Festival attractions included a Kinderland, 148 crafters and artists, 32 ethnic foods, and demonstrations such as wooden shoe making, logging and painting. Overall, 63 ethnic groups participated.

# DESIGN

## EAU CLAIRE

### PROJECT HISTORY

Marlin Mueller operates his hair care business at 201-203 Gibson Street, one of Eau Claire's busiest corners. He wanted the exterior to reflect what he enjoys about City Center — the historic neighborhood feel. Mueller used historical pictures of his building and similar buildings in the City Center to determine how the façade should look.



► THE HAIR DEN TODAY

### SCOPE OF PROJECT

Although Mueller did much of the work himself, he consulted with Berry Restoration on appropriate appearance and restoration techniques. He also contracted with the company to remove multiple layers of paint from the building's exterior surface of aged bricks. The exterior went from painted brick with false beams and wood paneling to natural brick with glass brick windows. As a result of Mueller's work, two of his neighbors met with Eau Claire City Center Corporation to discuss their interest in pursuing façade projects. The project cost \$4,912.

## BLACK RIVER FALLS

The Black River Falls Downtown Association worked closely with the City of Black River Falls to create a historic preservation ordinance that would protect the city's historic and cultural heritage. In addition, the association developed design guidelines to serve as a practical guide for historic rehabilitation projects. The city also established a preservation commission to designate historic structures in the future.

## DE PERE

Nicky's Lionhead Tavern, owned by John and Tom Nick, has been a family-owned and operated business on De Pere's near west side since 1980. To help meet the market demand of more than 3,000 downtown employees, the Nicks decided to expand with a new building downtown. This included a commercial kitchen, full dining area, and an upstairs mezzanine at a cost of more than \$500,000. The business made every effort to develop a quality structure that would add to the historic character of the downtown and neighboring buildings. The lion's head above the new entrance was hand-crafted by a De Pere artist. The Nicks hope their project will encourage other business owners to also invest in the downtown. The expanded business opened early in 1998.

[1988] -----> [1989] -----> [1990] -----> [1991] -----> [1992] -----> [1993] ----->

### RICHLAND CENTER

The City of Richland Center completed the task of writing and passing a historic preservation ordinance. The city held a public hearing that drew testimony from community supporters, the chair of the Historic Preservation Committee, a representative of the State Historical Society, and Main Street representatives. The city has recently applied to the State Historical Society for status as a Certified Local Government (CLG).

### RIPON

Dos Gringos Restaurant, owned by Bart Schepp, is housed in an 1870 building owned by Tom and Mary Avery. They collaborated in historically-accurate renovation of the building. The building was covered with brick and plywood in the 1970s in an attempt to modernize it. The Averys used historic photographs to learn the original design of the store front. The project's carpenter constructed a new wood sash that accommodated energy-efficient non-tinted thermopanes. He also uncovered the original wooden kickplates and cast-iron columns. Schepp did much of the demolition to keep the renovation cost manageable. When completed, the restoration highlighted the building's impressive architectural character. Total cost was \$13,000.

### RIVER FALLS

The Kinni Enhancement Committee and River Falls Main Street Project commissioned David Markson, a local artist, to create a mural on a prominent downtown building, the Falls Hallmark Store. The theme was the River Falls Sesquicentennial and the Kinnickinnic River. The first section of the mural presents Joel Foster, the founder of River Falls, and his indentured slave looking out at the falls when they arrived in 1848. The next two mural sections depict the falls in 1900 and 1998, showing change in the landscape. The last section of the mural presents an overview map of the Kinnickinnic River. The painted area is 85-feet long and 22.5 feet high. The cost of the project was approximately \$6,000, which was funded primarily through donations from local citizens and grants.

### VIROQUA

Two years ago, the Viroqua Partners formed the Alley Cats committee, which focuses on cleaning up alleys and back areas of the downtown businesses. Volunteers have donated their time to paint back porches and stairways, while Viroqua businessmen have shared the costs of resurfacing two large alleys. Pedestrian traffic in the alleys has increased dramatically. In spring 1998, 50 National Guardsmen volunteered to work with Viroqua's Design Committee for an entire day on alley projects. The Guardsmen painted fire escapes, buildings, and trim, tore down old stairways, sprayed and cut weeds and built 45 wooden flower boxes.



# ECONOMIC RESTRUCTURING

## MINERAL POINT

### PROJECT HISTORY

The history of the Brewery Creek Brewery/Pub/Inn is a long one. The three-story limestone structure at 23 Commerce Street, Mineral Point, was built in 1854 as a warehouse. The builder, George W. Cobb, was a merchant, trader, and businessman who came to Mineral Point from Indiana around 1846. Through the years, the warehouse was used for many purposes including a cold storage facility, an insulation factory, and a veterinary surgery facility for "Doc Shimming."

Over the years, the building had numerous owners who renovated and altered it in various ways. When Jeff and Deborah Donaghue purchased the stone warehouse in the spring of 1995, it had no plumbing, no heating, no electricity, no interior walls, and no windows or doors.



► BEFORE REHAB

► BREWERY CREEK TODAY

### SCOPE OF PROJECT

The Donaghues worked with Dave Burrows, Glueck Architects, Madison, Wisconsin, to lay out a mixed-use plan that included a modern brewery, a brew pub, an inn, and living quarters for their family. The U.S. Department of Interior approved the plan for historic rehabilitation tax credits. The Donaghues acted as general contractors, hiring Tim Marr Traditional Carpentry as their main sub-contractor. Construction began in July 1997, and the facility opened for business in June 1998. The project produces new tax revenue as well as attracting people to Mineral Point's historic downtown business district.

## ANTIGO

Antigo Main Street recently partnered with Northcentral Technical College to develop a Workplace Training Center to meet the training needs of downtown Antigo businesses. The Learning Center provides an opportunity to refresh math and writing skills, learn PC basics, improve supervisory practices, keep abreast of hiring regulations, and plan academic and career goals. Training is held at the Antigo Main Street office and is offered at no-cost or low-cost. Instructors from Northcentral Tech provide the training. Funding for the project came from a \$7,500 grant from the Department of Workforce Development with a matching \$3,750 award from Antigo Main Street. By the end of 1999, nearly 100 people will have improved their skills through the Workplace Learning Center.

## CHIPPEWA FALLS

During August 1997, Main Street learned that Gordy Schaefer, owner of Gordy's IGA and Gordy's Hardware Hank was considering expanding his business outside the downtown area. Schaefer needed additional parking and he had been unable to purchase the building he occupied. Eventually, Schaefer arranged to buy the building, and Main Street developed support to close a street and thereby provide parking. The cost of purchasing the property, construction and new equipment was over \$6 million. Schaefer said several times that without the help and support from Main Street and the city, he would have expanded outside of the downtown. The project retained several jobs and the supermarket's traffic, which is estimated at 2,400 customers per day.

[1988] -----> [1989] -----> [1990] -----> [1991] -----> [1992] -----> [1993] ----->



GREEN BAY

On Broadway, Inc. used Community Development Block Grant (CDBG) funds to purchase the Accredited Cheese building, which had been on the market for years. The property was then sold to Dr. John Gallagher. John and his investors spent \$2.7 million renovating the building and brought 77 new jobs to the district. Gallagher's Off Broadway is now an upscale Italian restaurant with an Irish pub. Each of the three floors has its own character. The third-floor restaurant has rich green carpeting, wooden frame booths, over-stuffed couches, and exposed brick walls and conduit systems, and features a view of Veteran's Memorial Park. The banquet facilities and meeting rooms on the second floor offer high-tech audio and visual equipment. The Tin Whistle pub occupies the first floor.

PEWAUKEE

Positively Pewaukee's Economic Restructuring Committee developed a consumer loan guide. All Pewaukee area small business lenders participated in the project. Two versions of the guide were produced. The first contained actual application forms and was given to people seriously considering applying for a loan. The second was produced for people looking for information on expanding or starting a business. Free copies of the guide are available at the Positively Pewaukee office, the Chamber of Commerce, the village and city halls, the public library, and area colleges and universities. Shortly after the guides were made available, three potential downtown business owners interested in obtaining a loan contacted Positively Pewaukee.

PHILLIPS

The Feed Mill Shoppes, owned by Bonnie and Harland Ball was originally built in 1926 as a potato warehouse. The Balls renovated the upper level to house a jewelry store, computer sales and service store, clothing store, and a feed store. The lower level provides space for an optometrist, massage therapist, antique store, and a beauty shop. The scenic shopping center on Duroy Lake brings a new market of people to the downtown.

WAUPACA

Waupaca's market analysis process focused on collecting and analyzing data to define trade area, economy, demographic and life-style trends, regional demand and supply characteristics, and consumer attitudes and preferences. The final part of the analysis involved identifying economic opportunities for the downtown area. More than 200 businesses and property owners received a copy of the executive summary. The complete analysis is available upon request. Main Street Waupaca's Business Support Committee is bringing people together to discuss how the information can be used as a foundation for cooperative efforts to make improvements in the downtown.

## REINVESTMENT STATISTICS

	PUBLIC IMPROVEMENT	PUBLIC INVESTMENT	BUILDING REHABILITATIONS	PRIVATE INVESTMENT IN BUILDING REHABILITATIONS	NEW BUILDINGS	PRIVATE INVESTMENT IN NEW BUILDINGS
ANTIGO	3	\$5,100	0	\$0	0	\$0
BELOIT	1	\$5,000	9	\$359,207	0	\$0
BLACK RIVER FALLS	2	\$8,300	3	\$5,750	0	\$0
BLANCHARDVILLE	4	\$1,045	2	\$17,500	0	\$0
CHIPPEWA FALLS	0	\$0	8	\$1,000,000	1	\$2,800,000
COLUMBUS	5	\$14,820	4	\$117,200	0	\$0
DARLINGTON	2	\$353,200	9	\$1,375,247	0	\$0
DE PERE	1	\$712,712	10	\$202,400	1	\$160,000
DODGEVILLE	0	\$0	8	\$92,075	0	\$0
EAU CLAIRE	4	\$966,100	3	\$390,000	1	\$317,000
GREEN BAY	2	\$1,805,241	5	\$3,582,000	1	\$120,000
MARSHFIELD	3	\$3,200	3	\$82,000	0	\$0
MINERAL POINT	1	\$3,000	9	\$53,150	3	\$557,500
OSCEOLA	1	\$250	6	\$145,000	0	\$0
PEWAUKEE	1	\$4,525	14	\$554,950	1	\$5,000
PHILLIPS	0	\$0	1	\$3,000	0	\$0
RICE LAKE	1	\$8,000	14	\$200,575	0	\$0
RICHLAND CENTER	0	\$0	0	\$0	0	\$0
RIPON	0	\$0	4	\$1,766,250	1	\$1,300,000
RIVER FALLS	0	\$0	10	\$87,975	0	\$0
SHARON	2	\$1,050	1	\$20,000	0	\$0
SHEBOYGAN FALLS	1	\$3,045	1	\$225,000	0	\$0
STURGEON BAY	0	\$0	4	\$435,000	0	\$0
TIGERTON	5	\$40,388	0	\$0	3	\$1,760,000
TWO RIVERS	0	\$0	3	\$15,886	0	\$0
VIROQUA	5	\$66,955	0	\$0	0	\$0
WAUPACA	10	\$220,800	15	\$409,720	2	\$55,600
WAUTOMA	0	\$0	0	\$0	0	\$0
TOTALS	54	\$4,222,731	146	\$11,139,885	14	\$7,075,100

BUILDINGS SOLD	PRIVATE INVESTMENT IN BUILDINGS SOLD	HOUSING UNITS	NEW BUSINESSES	RELOCATIONS/ EXPANSIONS	NEW JOBS	TOTAL PRIVATE INVESTMENT	TOTAL PUBLIC & PRIVATE INVESTMENT
0	\$0	0	9	1	42	\$0	\$5,100
5	\$600,000	0	5	1	8	\$959,207	\$964,207
0	\$0	2	5	1	12	\$5,750	\$14,050
0	\$0	0	3	2	5	\$17,500	\$18,545
6	\$2,155,000	0	9	9	26	\$5,955,000	\$5,955,000
2	\$105,000	0	3	0	4	\$222,200	\$237,020
2	\$104,250	0	4	1	8.5	\$1,479,497	\$1,832,697
5	\$1,075,000	0	8	3	21	\$1,437,400	\$2,150,112
0	\$0	0	2	2	5	\$92,075	\$92,075
3	\$370,000	0	7	7	52	\$1,077,000	\$2,043,100
9	\$1,018,000	0	9	1	131	\$4,720,000	\$6,525,241
3	\$429,400	0	10	10	44	\$511,400	\$514,600
4	\$385,000	0	5	1	18	\$995,650	\$998,650
2	\$105,000	0	3	0	4	\$250,000	\$250,250
0	\$0	0	9	1	26	\$559,950	\$564,475
2	\$139,000	0	2	4	5	\$142,000	\$142,000
3	\$525,000	0	5	2	13	\$725,575	\$733,575
1	\$75,000	0	4	3	5	\$75,000	\$75,000
5	\$370,000	36	4	1	14	\$3,436,250	\$3,436,250
1	\$180,000	0	3	0	12	\$267,975	\$267,975
0	\$0	0	1	0	4	\$20,000	\$21,050
0	\$0	0	3	1	6	\$225,000	\$228,045
3	\$545,000	0	5	4	48	\$980,000	\$980,000
2	\$175,000	0	5	0	27	\$1,935,000	\$1,975,388
1	\$40,000	0	3	2	14	\$55,886	\$55,886
0	\$0	0	4	1	16	\$0	\$66,955
4	\$337,300	1	3	4	10	\$802,620	\$1,023,420
0	\$0	0	1	1	4	\$0	\$0
63	\$8,732,950	39	134	63	584.5	\$26,947,935	\$31,170,666

# 1998 MAIN STREET AWARDS

## BEST BUSINESS DEVELOPMENT PROJECT

The Feed Mill Shoppes, Bonnie and Harland Ball, Phillips

## COMMUNITY SPIRIT AWARD

Viroqua Partners

## BEST DOWNTOWN SPECIAL EVENT

Winner: Ethnic Festival, Two Rivers Main Street

Honorable Mention: Darlington Canoe Festival, Inc., Darlington Main Street

Heritage Festival, Sheboygan Falls Main Street

## BEST FUND RAISING EVENT

Reliving the Pioneering Experience  
Sesquicentennial Activities, Osceola Main Street

## BEST PUBLIC-PRIVATE PARTNERSHIP IN DOWNTOWN REVITALIZATION

Main Street Waupaca and the City of Waupaca

## BEST DOWNTOWN BUSINESS RETENTION/ RECRUITMENT PROGRAM

Chippewa Falls Main Street

## BEST PRINTED PROMOTIONAL ITEM

Richland Center Main Street

## BEST VOLUNTEER DEVELOPMENT

Alley Cat Clean Up, Main Street Marshfield

## BEST RETAIL EVENT

Winner (tie): Downtown Halloween Promotion, Positively Pewaukee

Winner (tie): Jefferson Street Grand Opening, Sturgeon Bay Community Development Corp.

## HISTORIC PRESERVATION AWARDS

Black River Falls Downtown Association

Columbus Preservation Commission

City of Richland Center

Viroqua Historic Preservation Commission

On Broadway, Inc.

## BEST DOWNTOWN PUBLIC IMPROVEMENT PROJECT

Viroqua Partners Alley Cats, Viroqua Chamber – Main Street

## BEST FAÇADE REHABILITATION

UNDER \$5,000

Marlin Mueller, Eau Claire

## BEST FAÇADE REHABILITATION OVER \$5,000

Winner: Dos Gringos Restaurant, Bart Schepp, Business Owner; Tom and Mary Avery, Building Owner, Ripon

Honorable Mention: Dr. Craig and Julie Hunter, Darlington



*Awarded April 23, 1999,  
in Columbus, Wisconsin.*

## BEST CREATIVE FUND RAISING EFFORT

Winner: Columbus Popcorn Wagon, Inc., Columbus Main Street

Honorable Mention: Model A Day – An American Spirit, Sharon Main Street

Honorable Mention: Investment Catalog of Support, Robert Knippel, Rice Lake

Honorable Mention: Promotional Sponsorship Program, Downtown Beloit Association

Honorable Mention: Adopt-A-Street Light Program, Tigerton Main Street

## BEST INTERIOR RENOVATION

Roy and Kim Richmond, Two Rivers

## BEST ADAPTIVE REUSE PROJECT

Winner: Treasury Restaurant, Duke and Maureen Larson, Ripon

Honorable Mention: Accredited Cheese Building, Dr. John Gallagher, Green Bay

Honorable Mention: Brewery Creek Building, Jeff and Deborah Donaghue, Mineral Point

## BEST NEW BUILDING PROJECT

Nicky's Lionhead Tavern, John and Tom Nick, De Pere

## BEST HISTORIC REHABILITATION PROJECT

Farmers and Merchants Union Bank, Columbus

## 1998 VOLUNTEERS OF THE YEAR

Gary Smits, Antigo  
 Jeff Sennett, Beloit  
 Janet Talaga, Black River Falls  
 Marla Lind, Blanchardville  
 Kelly Roshell, Chippewa Falls  
 Dennis Teichow, Columbus  
 Marilyn Hill, Darlington  
 James Tobias-Becker, De Pere  
 Connie Krogh, Eau Claire  
 Gail Ives, Green Bay  
 Shelby Weister, Marshfield  
 Phil Mrozinski, Mineral Point  
 Frank Prosecky, Osceola  
 Sunnie Scott, Pewaukee  
 Bonnie Ball, Phillips  
 Debra Bjugstad, Rice Lake  
 Jim Husnik, Richland Center  
 Lyn Heatley, Ripon  
 Kathy Straub, River Falls  
 Leroy and Audrey Way, Sharon  
 Melissa Geisthardt, Sheboygan Falls  
 Cindy Swinarski, Sturgeon Bay  
 Mike Desrochers, Tigerton  
 Nick Stangel, Two Rivers  
 Trudy Wallin, Viroqua\*  
 Don Schroeder, Waupaca  
 Linda Warsek, Wautoma

## 1998 HONORARY BOARD OF DIRECTORS

Joe Jopek, Beloit  
 Fred Backhaus, Beloit  
 Shirley Austin, Black River Falls  
 Don Killips, Blanchardville  
 Pete Dawson, Chippewa Falls  
 Joel Huntley, Columbus\*  
 Pat Whalen, Darlington  
 Nancy Friebe, De Pere  
 Karen Thornton, Green Bay  
 Jerry Nelson, Marshfield  
 Lucille May, Mineral Point  
 Mark Erickson, Osceola  
 Beverly Meissner, Pewaukee  
 Dan Gallistel, Phillips  
 Robert Knippel, Rice Lake  
 Wava Haney, Ph.D., Richland Center  
 Cal Schaub, Ripon  
 Joleen Larson, River Falls  
 Lon Haldeman, Sharon  
 John Blattner, Sheboygan Falls  
 Mark Nelson, Sturgeon Bay  
 Audrey Nelson, Tigerton  
 Kay Rodewald, Two Rivers  
 Tony Rubasch, Viroqua  
 Mary Gordon, Waupaca  
 Betty Trowbridge, Wautoma



*\*Honorary Captain*

# MAIN STREET DIRECTORY

Antigo Main Street Inc.  
625 Superior Street  
PO Box 165  
Antigo, WI 54409  
(715) 623-3595

Downtown Beloit Association  
136 W. Grand, #100  
PO Box 291  
Beloit, WI 53511  
(608) 365-0150

Black River Falls Downtown  
Association, Inc.  
221 Main Street  
PO Box 674  
Black River Falls, WI 54615  
(715) 284-2503

Blanchardville Community Pride, Inc.  
PO Box 52  
Blanchardville, WI 53516  
(608) 523-4321

Chippewa Falls Main Street  
10 N. Bridge Street  
PO Box 554  
Chippewa Falls, WI 54729  
(715) 723-6661

Columbus Main Street  
105 N. Dickason Blvd.  
PO Box 23  
Columbus, WI 53925  
(920) 623-5325

Darlington Main Street Program  
324 Main Street  
PO Box 202  
Darlington, WI 53530  
(608) 776-3067

Main Street De Pere  
Associated Kellogg Bank  
206 N. Wisconsin  
PO Box 311  
De Pere, WI 54115-0311  
(920) 433-7767

Dodgeville Revitalization  
178½ N. Iowa  
Dodgeville, WI 53533  
(608) 935-5324

Eagle River Revitalization Program  
525 E. Maple Street  
PO Box 2302  
Eagle River, WI 54521  
(715) 477-0645

Eau Claire City Center Corporation  
204 E. Grand Avenue, 4th Floor  
Eau Claire, WI 54701  
(715) 839-0011

On Broadway  
117 S. Chestnut  
PO Box 2451  
Green Bay, WI 54306-2451  
(920) 437-2531

Main Street Marshfield  
222 S. Central, #404  
PO Box 551  
Marshfield, WI 54449  
(715) 387-3299

Mineral Point Chamber/Main Street  
225 High Street  
Mineral Point, WI 53565  
(608) 987-2580

Osceola Main Street  
114 Depot Road  
PO Box 251  
Osceola, WI 54020  
(715) 755-3300



## COUNCIL ON MAIN STREET

Dean Amhaus, Madison  
Beverly Anderson, Darlington  
Charles Causier, Milwaukee  
Shawn Graff, Hartford  
William Huelsman, Waukesha  
Dennis Leong, Madison  
Peggy Lescrenier, Madison

Terrence Martin, Waupaca  
Brian McCormick, Madison  
William Neureuther, Hubertus  
John Spielmann, Hartford  
Kevin Tenpas, Green Bay  
Trudy Wallin, Viroqua  
Ed Wendland, Watertown

## DEPARTMENT OF COMMERCE

Brenda J. Blanchard, Secretary  
Peggy Lescrenier, Administrator  
Division of Community Development

Positively Pewaukee  
1210 W. Wisconsin Avenue  
Pewaukee, WI 53072  
(262) 695-9735

Platteville Main Street Program  
55 S. Bonson Street  
Platteville, WI 53818  
(608) 348-4505

Rice Lake Main Street  
138½ N. Main Street  
PO Box 167  
Rice Lake, WI 54868  
(715) 234-5117

Richland Main Street Center  
174 S. Central Avenue  
PO Box 128  
Richland Center, WI 53581  
(608) 647-8418

Ripon Main Street  
301½ Watson Street  
PO Box 365  
Ripon, WI 54971  
(920) 748-7466

River Falls Main Street  
114 E. Elm Street  
PO Box 144  
River Falls, WI 54022  
(715) 425-8901

Sharon Main Street Association  
194 Baldwin Street  
PO Box 528  
Sharon, WI 53585  
(262) 736-6246

Sheboygan Falls Main Street  
Brickner Square Mezzanine  
641 Monroe, Suite 108  
Sheboygan Falls, WI 53085-1337  
(920) 467-6206

Sturgeon Bay Community  
Development Corp.  
23 N. 5th Avenue  
Sturgeon Bay, WI 54235  
(920) 743-6246

Tigerton Main Street  
PO Box 3  
Tigerton, WI 54486  
(715) 535-2110

Two Rivers Main Street, Inc.  
PO Box 417  
Two Rivers, WI 54241  
(920) 794-1492

Viroqua Chamber-Main Street  
220 S. Main Street  
Viroqua, WI 54665  
(608) 637-2666

Waupaca Main Street  
109 E. Badger Street  
PO Box 704  
Waupaca, WI 54981  
(715) 258-9009

Downtown West Bend Association  
141 N. Main Street  
PO Box 283  
West Bend, WI 53095  
(262) 338-3909



-----> BUREAU OF DOWNTOWN  
DEVELOPMENT STAFF

Jim Engle, Bureau Director and  
Main Street Coordinator  
Todd Barman, Assistant Coordinator  
Kevin Pomeroy, Design Coordinator  
Tom Guppy, Small Business Specialist  
Don Barnum, Program Assistant  
Shari Cox, Marketing Specialist  
Heather Lins, Design Specialist  
Christine Symchych, Design Specialist

FOR MORE INFORMATION ----->

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